

# The Carbon Chronicle

VOLUME 36: No. 20

ACME, ALBERTA. THURSDAY

JUNE 13th, 1957

\$1.50 a Year; 5c a Copy



Mrs. Harry Hunt is again a patient in Drumheller hospital.

Miss Jane Roberts sustained a painful leg injury when she fell on a fork and a tine penetrated her leg about three inches.

Mr. and Mrs. F. Barko of Hesketh were instantly killed Saturday at Daysland when their car ran into a truck trailer. Miss Betty Majesse, a passenger in the car, is in hospital.

A very pretty shower was held on Wed. June 12 in honor of Gloria Bettcher, bride-elect of this month. The hall was tastefully decorated in blue and white. The evening was

spent in contest and musical numbers. The bride was seated at a very tastefully decorated table and presented with a corsage by Lullan Eslinger. The gifts were then presented to the guest of honor and a beautiful lunch was served by the hostesses. M.C. for the evening was Lullan Eslinger.

A very pretty shower was held on Wednesday night in the Legion Hall in honor of Johann Cowper, bride-elect of this month. The hall was decorated with white, pink and blue streamers and roses. The evening was spent in musical numbers and contests, following which Mrs. Torrance played the wedding march, and the bride-to-be was escorted down the hall to her place of honor by Gail McCracken, where a beautiful corsage was pinned to the bride-to-be. Many beautiful gifts were received by the guest of honor. A lovely lunch was then served by the hostesses and the evening closed in the usual manner. M.C. for the evening was Mrs. J. Wood.

## SCOUT NOTES

At the Scout Group Committee and Parents meeting held Monday June 10th the election of officers for the new Scout Group Committee was held with the following results: President.....S. J. Garrett Vice-President Leo Ohlhauser Secretary-Treas.....Chas. Cze Committee Members — Paul Permann, Bert Charlebois, Theo Harsch, Les Bramley, J. Viens, W. Downes, G. Walker.

Scout Camp will be held July 15 to 22. Cubs will hold a camp following the Scouts if parents or other adults interested will give time and help. We need some to help in daytime and some to stay overnight. Help will be greatly appreciated for the Scout Camp, also if you want this good work carried on please give your support or we will have to give up this idea of camping as one or two cannot do the work all the time.

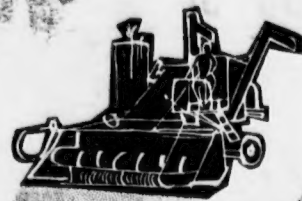
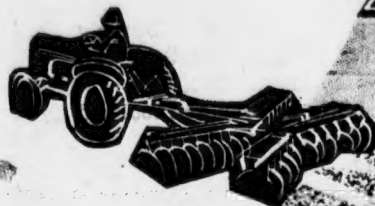
Anyone willing to help please get in touch with one of the Committee or Mr. W. R. Chur-

ch, Mr. D. J. Wilson or Rev. J. Roberts as soon as possible.

**LITTLE LEAGUE BASEBALL**  
Thursday night we had quite an experience (search for tal-

ent). Acme farm club played Carbon farm club and it was Continued on back page

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## THE CARBON CHRONICLE

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**DEPARTMENT OF MUNICIPAL AFFAIRS  
GOVERNMENT OF ALBERTA**

HON. A. J. HOOKE,  
MINISTER



A. W. MORRISON  
DEPUTY MINISTER





**SYNTHETIC FIBRES**—All dressed up in coal, air, wood and water, these young ladies are showing off the latest fashions in Canadian-made synthetic fibres—made from the unlikely raw materials mentioned above. The outfits were seen in a show of men's and ladies' styles in synthetics at the 29th annual dinner of the Silk and Rayon Institute at the Seignior Club, Montebello, Que., May 15. On the left is a playsuit in butcher linen—a blend of viscose and acetate. On the right is a dress in arnel, topped by a bulky-knit sweater of orlon and both girls are proud of their new terylene bathing suits. Stockings on the right are, of course, nylon.

A fashion show literally made up of wood, coal, oil, air, water and various chemicals was seen at the Seignior Club here at the annual dinner of the Silk and Rayon Institute.

With the exception of a few garments in which wool and cotton appeared in blended fabrics, garments were entirely made of Canadian synthetic fabrics which, in turn, are made from the unlikely raw materials mentioned above.

About 60 garments from Montreal manufacturers were shown, with the emphasis on sportswear for summer. Synthetic fibres represented were viscose, acetate, nylon and terylene—all made in Canada. Also shown were garments in orlon and arnel, which will soon go into production in Canada.

Styles for both men and women were modelled before an audience of delegates to the 29th annual meeting of the Silk and Rayon Institute and their wives. The Institute represents Canadian manufacturers of synthetic fibres and fabrics.

Styles ranged from bathing suits through shorts, beach ensembles, sweaters and skirts and raincoats

to dresses and suits for summer evenings.

Manufacturers represented were: Regent Knitting, Irving, Lotana Fashions, Eddie Singer, Sacony, Beatrice Pines, Pedigree, Ingrid Michel, Godber Sales, Gordon Clothing Ltd., Aquascutum, Berne Knitting, Supreme Manufacturing Inc., Rose Marie Reid, Sport Togs and Fairway Sports.

## Melfort will participate in "Co-operation I"

In Saskatchewan Provincial Headquarters and Civil Defence organizations at Saskatoon and Melfort areas will participate fully. Lloydminster, Regina, and the R.M. of Rosemount Civil Defence will mobilize only for receipt and transmission of messages.

Provincial Headquarters staff will operate from the alternate control centre at Fort Qu'Appelle. RCMP and HQ, Sask. Area (Army) will have liaison offices at Headquarters to deal with exercise problems affecting their services.

Exercise time in Saskatchewan will be from noon Friday, May 10th, right through to 8 p.m., Saturday May 11. Approximately 100 volunteers and full-time staff will be occupied with the problems posed in this exercise.

Direct teletype communications will be maintained between provincial and C. D. Headquarters in Victoria, Edmonton, and Arnprior. Telephone, telegraph and amateur radio network between all Saskatchewan points will be participating.

Problems of mass care of refugees, including lodging and feeding, opening and operating emergency hospital facilities, distribution of special medical supplies will be the main concern of Saskatchewan Civil Defence posed by radiation fall-out with which they will have to contend.—The Journal, Melfort, Sask.—May 9, 1957.

## Manitoba and the St. Lawrence Seaway

Evan McCormick, the hard-working Executive Director of the Winnipeg Chamber of Commerce, was guest speaker at the wind-up dinner of the Regional Conference here today. One of the biggest projects faced by the Winnipeg Chamber today is the investigation of the expected effects of the St. Lawrence Seaway, and this matter became the topic of his address.

Outlining the history of the Seaway, Mr. McCormick went on to tell of the difficulties faced in engineering the tremendous project. He then proceeded to develop his theme, "What the St. Lawrence Seaway Development will mean to Manitoba", and some of the problems that are likely to arise.—The Times, Morden, Man.—May 1, 1957.

Agoraphobia is the fear of being in an open place, such as a street.

## U.S. borrowing at high level

(Contributed by Houston, Willoughby & Co. Ltd.)

The extent to which Canadian borrowers have been going to the United States markets for funds is unusually evident so far this year, and brings up some interesting possibilities for the future.

In 1956 there was a total of \$501½ million of security offerings by Canadian borrowers in the United States, as against a little more than \$161½ million in 1955. This amounted to slightly under 20% of the 1956 total and the trend has been very much accelerated so far this year with U.S. pay issues amounting to \$234 million, almost 31% of the total Canadian public debt financing of about \$760 million. This is very sharply up from the 1st quarter of 1956 when there were only \$34 million of United States pay Canadian issues.

The large proportion of Trans-Canada Pipelines Ltd. 1st Mortgage bond issues which were sold in the United States affected this year's total. Add to this figure such large items as the \$50 million of Quebec Hydro financing, \$22½ million by the City of Montreal, and smaller amounts by Montreal Transportation and some of the Provinces and smaller Cities, and it is not difficult to realize how the large total has been reached at so far this year. Only this week, an offering of \$125 million of Aluminum Co. of Canada Ltd. 4½% debentures was over-subscribed in New York and the books closed. The maturity of the Alcan debentures is 1980, with the issue being offered at \$102 to yield 4.36% to maturity.

Last week, the Province of B.C. filed registration statement with the Securities and Exchange Commission for the early issue in the United States of \$45 million of debentures of the B.C. Power Commission and the Pacific Great Eastern Railway Co. Both of these are entities of the Provincial Government.

### ATTRACTIVE OF THE U.S. MARKET

Provincial and Municipal borrowers have often made use of the New York market, but in view of the extent to which Corporations are selling bonds and debentures in the United States, there must be an obvious attractiveness to doing so. The main appeal appears to be that despite with the exchange loss on United States funds in bringing the money back to this country, financing in the U.S. market is much cheaper because of lower interest rates in that country. Obviously, also, there is a greater capacity to absorb issues in the United States and as a consequence sizeable offerings are taken up more quickly than in this country. The very heavy demand for capital in Canada and the current tight money policies have had their effect on the number of borrowers coming to market in Canada.

A note of caution was recently brought into the discussion by a senior official of the New York office of a large Canadian Investment House. He urged Municipalities in this country to avoid going into the U.S. market to sell their bond issues except where it was necessary to do so because there was too large an amount to be placed in Canada. No doubt he was thinking of the loss involved by those Municipalities in converting into Canadian funds the proceeds from offerings sold in the States in view of the current dollar discount of more than 4%. Another very important point is that the potential extra cost in the future for these Municipalities could be very high, if the Canadian dollar were to be at a sharp discount when interest and principal payments are to be made.

As many readers will remember, it is not so many years ago that the Canadian dollar was at a discount of as high as 20% in relation to the American counterpart. Such re-payments with the heavy premium involved could cause a severe burden on the borrowing body.

It could also be argued that if Canadian markets can absorb only a limited amount of issues, this reflects the national supply and demand forces. Furthermore, with Central Banking authorities attempting in Canada to hold down capital spending which is not considered essential by means of their tight money policies, borrowers going to the U.S. are in effect circumventing the situation here, and when those funds which are borrowed in the States are brought back here, it could be said that the spending of them would have strongly inflationary tendencies.

Be all that as it may, no doubt many officials of Corporations and

other borrowing authorities would find themselves in a similar spot to the Aluminum Co. of Canada. Their issue was sold in the U.S. at a price to yield 4.36% this week, and it is no doubt fair to say that the rate would have to be another ¼ of 1% or 1% higher to borrow successfully in Canada right now. It is also questionable whether the Canadian market could have absorbed an issue of the size of \$125 million all at once.

The Treasury Bill rate set at this week's sale was slightly higher at 3.71%, as against an average yield of 3.69% on the \$125 million of 90 day Bills which were sold last week. A similar experience was recorded in New York with the U.S. Treasury's latest issue of Bills which sold at an average yield of 3.154%, as against 3.050% on a similar issue the week previous.

### MUNICIPAL FINANCING

There was some activity in the Municipal sphere this week as two Ontario Cities came to market. The City of Sault Ste. Marie offered serial debentures with two coupon alternatives. For the 5½% due June 1st, 1958—77 Sault Ste. Marie received aprice of \$100.07, and for 5¼% due Just 1st, 1958—77, the winning bid was \$98. A substantial number of Investment Houses and Banks bid as Syndicates on the issues and the winning bid for the 5½% segment was .55c higher than the second bid and .37½c higher on the 5¼% issue.

The price paid for the \$1,290,000 City of Port Arthur 4½% debentures due December 31st, 1957—76 was 93.04, which represented an average money cost to the City of about 5.83%.

There was very little that was noteworthy in the general bond trading market. Most of the more active issues were off slightly in price, with the Trans-Canada complete Units howing at about \$209-\$211 in the latter part of the week. Considerable interest was being shown in a letter from the President of the B.C. Power and B.C. Electric Co. concerning the planned financing by B.C. Electric in the form of debentures with shares of common stock in B.C. Power attached. The official announcement of this offering had not been made at time of writing.

### HELPING HAND

More than 300 Greek men, women and children have been re-united with their families through the intervention of the Canadian Red Cross.

## Patterns

Shapely sheath



4670  
SIZES 12-20  
by Anne Adams

Our new PRINTED PATTERN takes a shapely sheath and makes it even prettier by clever use of trim! Notice how the sleek, smart double-breasted line is accented by pockets, large collar-effect in bright contrast color!

Printed Pattern 4670: Misses' Sizes 12, 14, 16, 18, 20. Size 16 requires 3½ yards 39-inch fabric.

Printed directions on each pattern part. Easier, faster, accurate. Send forty cents (40c) in coins (stamps cannot be accepted) for this pattern. Write plainly Size, Name, Address and Style Number and send orders to:

Anne Adams Pattern Dept.,  
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60 Front Street, W., Toronto

Be sure to write plainly your Name, Address, and Pattern Number.

Few of the ancient Egyptians could grow beards and it was common practice for them to attach a false beard to their face with a strap.

**YOU CAN SLEEP TO-NIGHT**

**AND RELIEVE NERVOUSNESS ALLDAY TO-MORROW!**

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## Delectable!

Downright delectable... these flavorful Cheese Puffs, fresh and fragrant from the oven.

Made with Fleischmann's Active Dry Yeast, they're a cinch to prepare. Next time you bake at home, bake a batch of these delicious cheese treats!

## Cheese Puffs

1. Scald ¾ cup milk

Stir in 3 tablespoon granulated sugar 1 teaspoon salt ¼ cup shortening

Cool to lukewarm.

2. Meantime, measure into bowl ½ cup lukewarm water

Stir in 1 teaspoon granulated sugar

Sprinkle with contents of 1 envelope Fleischmann's Active Dry Yeast

Let stand 10 minutes, THEN stir well.

Stir in lukewarm milk mixture and

1 cup shredded old cheddar cheese 2 cups once-sifted all-purpose flour ½ teaspoon celery seeds

and beat well—about 2 minutes. Scrape down sides of bowl. Cover with a damp cloth. Let rise in warm place, free from draft, until doubled in bulk—about 50 minutes.

3. Beat down batter. Spoon into 12 greased average-sized muffin pans. Bake in a hot oven, 400°, about 25 minutes.

Yield—12 puffs.

Needs no refrigeration





## Formals that capture the freshness of Spring



Printed yellow dogwood lends a hint of spring to the silk organza cocktail and dance frock, left. Shaped over net, the circular overskirt flares over a sheath. Iridescent embroidery embellishes the ball gown, right, of white silk organza. Royal blue silk taffeta circles the waist in a wide sash ending in a pert bow.

### Teacher wage agreement reached

North Battleford's Public School Board and the city's public school teachers have signed a wage settlement for the school term commencing September 1, 1957. Announcement of the wage settlement was made Tuesday afternoon by Frank Wright, secretary-treasurer of the public school board. Settlement of the wage negotiations came when the board accepted a compromise schedule suggested by the teachers. — The News-Optimist, North Battleford, Sask.—April 24, 1957.

India ink is so called because it reached Europe by way of India. Nevertheless, it was invented in China. 3248

### Lightning singles out calf saved from drowning earlier

Fate had its finger on an ill-starred district calf that survived near-drowning only to be struck dead by Thursday night's lightning.

Early in the winter before Bear Creek froze hard, Lloyd Cook, farming partner with his father D. B. Cooke, hauled the white-face Hereford out of the creek where it flows by their buildings. "The calf was about done for, but it pulled through," Mr. Cooke recalled today.

Thursday evening, the yearling was part of a herd of a 100 cattle grazing in the open. The Cookes found the lightning-struck steer dead on a high part of the field,

legs and tail singed.

"It was the only animal in the herd to be touched," Mr. Cooke remarked. "First loss we've ever had by lightning. All our buildings are wired with arresters, and we've never had an animal struck before."

Mr. Cooke and his son farm some 1,600 acres northwest of Grande Prairie, land which was first cropped in 1920. Ten years later, he went into the dairy business which he operated until he sold out to Northern Alberta Dairy Pool in 1944. "We concentrate on beef cattle now," he added.—The Herald Tribune, Grande Prairie, Alta.—May 7, 1957.

### CPR Super Continental begins its third year

Canadian National Railways sleek Super Continental marked its second birthday in trans-continental passenger service on April 24.

Two years ago the new diesel drawn train covered the 2,925 miles from Montreal to Vancouver in 73 hours and 20 minutes. Now its running time to the West Coast has been cut to 70 hours and 50 minutes.

Eight complete sets of locomotives and cars which are required to provide the Super Continental service, have covered a total of two million miles in the last two years.

### Estevan RM asks old highway use

To provide an additional access road through the Hamlet of Hitchcock, council of the Rural Municipality of Estevan No. 5 has requested the provincial department of highways to turn over to them a portion of the old Highway 39.

The section of the road being asked for is just over two miles extending from northwest of the hamlet, through it to a point southeast.

The municipality is asking for this roadway after the old black-top surface has been removed.—The Mercury, Estevan, Sask.—April 25, 1957.

### Bienfait youth is top driver in Road-e-o

Unofficial winners of the Estevan Board of Trade's Teen-Age Road-e-o, completed with driving skill tests yesterday afternoon were Marvin Finstad of Bienfait, Arlene Perry of Estevan and Trayten Jensen of Estevan.

These three young drivers finished in that order, according to the first totals of point scores made by the judges.

The Road-e-o tests started last Friday with the written examinations designed to explore the knowledge these young drivers had gained of the Vehicles Act, city traffic bylaws and generally accepted rules of the road.

Yesterday, those who had successfully passed this hurdle of written tests proceeded with the driving skill tests. These were staged over an intricate course laid out at Estevan airport which tested fully each drivers ability to handle properly the vehicle they were driving.

Judges at the driving course were Carman Cooke, Wilfred Schawillie, D. W. Henneberg and Rev. E. A. King. R. H. Hunter were official scorers.—The Mercury, Estevan, Sask., May 9, 1957.

### Forgets shoes in hasty departure

Dr. Karl Krueger reports that he and his wife received an unexpected social call by a very considerate visitor about 1:30 o'clock on Sunday morning. Dr. Krueger says he was preparing to retire for the night, but had not as yet retired, when he heard the caller enter his home by the rear entrance. The visitor dispensed with the formality of knocking, however.

Upon going to the kitchen with the intent of welcoming his caller (warmly), Dr. Krueger must have done something to offend his visitor, because that individual took his departure before the doctor could even get a look at him. However, Dr. Krueger reports, the caller behaved in a very considerate fashion during the time he was in the house, even removing his shoes in order not to waken any member of the family who might have retired.

Unfortunately, he neglected to replace his shoes when he departed in such an unexplained hurry. Dr. Krueger is extremely anxious to return the shoes, and wishes to announce that he may have them simply by calling at the doctor's office.—The Carillon News, Steinbach, Man.—April 26, 1957.



Ruth Buckley, who has accompanied her Canadian husband on his YMCA postings to such exotic far Eastern places as Chungking, Shanghai and Tokyo, converses in faultless Japanese, with a fruit vendor in one of the

capital's colourful open-air marketplaces. The Buckleys have found the Japanese people warm and friendly to westerners and receptive to western ideas.

National Film Board of Canada Photos by Richard Harrington.

### HERE'S HEALTH



WHY ARE SOME KIDS NEVER STRONG?

THAT'S EASY JUST TO SEE, THEY EVIDENTLY LACK SUCH THINGS,

AS VITAMIN A AND D.

Department of National Health and Welfare





# Canadian Weekly Features



## What happens to 4-H "grads"?

In a survey among 4-H Clubs in the North Battleford area, Saskatchewan, aimed at locating the present whereabouts of 200 young people who were club members in this vicinity from 1946 to 1950, J. F. Allan, Agricultural Representative for the district, has come up with some interesting findings.

The survey was inspired by the Royal Commission on Agriculture and Rural Life, particularly as it related to the recent report on the movement of farm people away from the farm. The records of 145 young men, and 56 young women were analyzed.

Of the 145 young men, 96 of them were farming in their own district, three were farming in other parts of Saskatchewan; and one was farming in Manitoba. In short, one hundred out of the 145 young men included in the survey were still farming. The remainder were engaged in construction, teaching, accountancy, and military training.

Among the 56 young women included in the survey, 28 were still farming, 22 in their home community, three elsewhere in Saskatchewan and three in Alberta.

Of the balance, nine were married to men working in the smaller cities of Saskatchewan, eight were working in restaurants, four in business, two in nursing, two teaching, and two were in religious training.

A greater proportion of the young women were now married, than were the young men.—The Times, Wetaskiwin, Alta.—May 8, 1957.

## Industrial opportunities

Among the many first-rate opportunities for profitable manufacturing in Saskatchewan is the growing needs of schools for desks and other wooden furnishings. The increase in child population, progress made in new school construction, and the introduction of larger school units, are all factors creating a greater demand for furnishings and equipment. The trend of population to urban centres has developed expanding markets for school supplies in cities and larger towns.

On the basis of a 1955 study of new school construction and equipment replacement for existing schools, it is estimated that some 23,000 desks are required in the province annually. This demand represents a gross market of some \$1,500,000. At the present time there are no commercial manufacturers of school desks in Saskatchewan. Most of this equipment is purchased from factories in Eastern Canada.

Complete information about this industrial opportunity and others in the wood products field can be obtained from Saskatchewan's Industrial Development Office. Write for a copy of "Saskatchewan, Centre of the Prairie Market."

## Start made on home for senior citizens

Bronson Bros. who have the contract for the construction of the new Killarney Senior Citizens Home started work last week on the excavation for the building. A quantity of material has already been stock-piled for the building, and more will be added as time goes on. Only at the central part of the building is excavation being done for a basement, the balance of the excavating is for crawl space for the installation of utilities serving the building.

The committee hope to have the building ready for occupancy by October of this year.—The Guide, Killarney, Man.—April 25, 1957.

It takes four to eight times as much soap to make a cleansing lather in hard water as in soft water.

3248

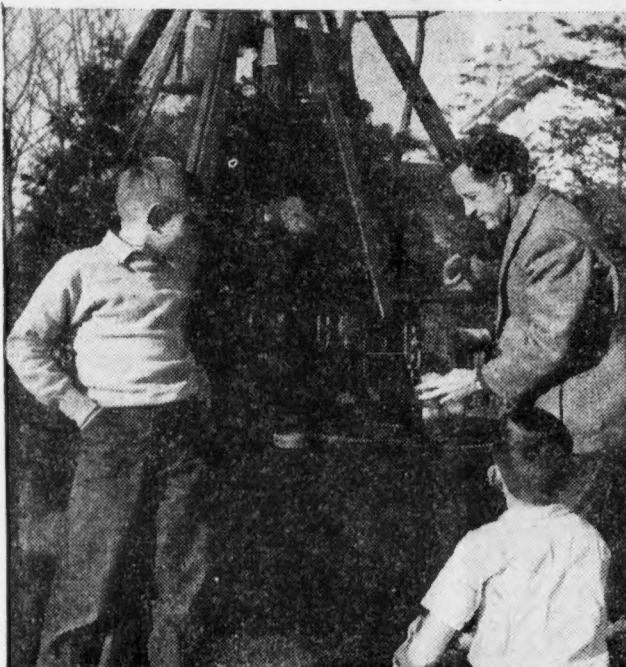
## From Saint John, N.B., to Tokyo Canadian Goodwill Ambassador



Canadian Earle Buckley of Saint John, N.B., who has headed the National Committee of the YMCA in Tokyo for the past 6 years is one of the reasons Canadians are today held in such high favour among the Japanese.



Buckley has won affection for Canada by his own sincere appreciation for ancient Japanese traditions. Japan is a formal land, rich in ritual, such as the stately bow of greeting when acquaintances meet.



Japanese fashion, Buckley keeps a netted pen filled with songbirds in his backyard. Looking on are his two adopted sons, Bruce and Doug. The Buckleys have also adopted two Japanese daughters, Jean and Judy.



Buckley and his wife, Ruth, enjoy a quick snack of smoked eel in a small restaurant. When dining out, the Buckleys usually "do as the Japanese do", sit crosslegged, forsaking knife and fork for chopsticks.



In Tokyo's busy streets, Buckley is a familiar figure. Above, he converses in fluent Japanese with a sidewalk "bookie" who is taking bets on a bicycle race.



Clad in loose canvas shirt and trousers, prescribed garb for practising the art of Judo, Buckley tests his skill and agility in this ancient Japanese form of self-defence.



Slim and smart!



by Anne Adams

Here's the prize-winning fashion this season—combining cool comfort with the flattery of a sheath-slim line! Simply smart—buttoned shoulders, action back pleat (sew-very-easy), big, handy pockets. Ideal style for a crisp linen, cotton pique, or gingham!

Pattern 4778: Misses' Sizes 12, 14, 16, 18, 20. Size 16 takes 4½ yards 35-inch fabric.

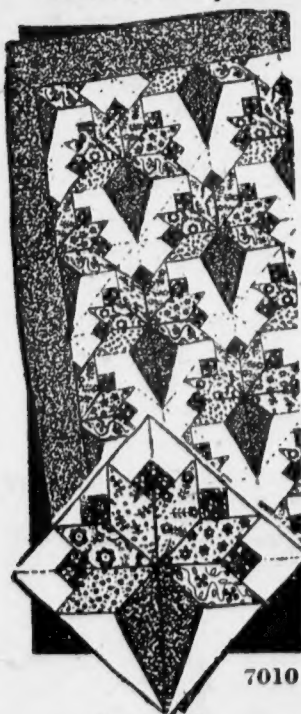
This pattern easy to use, simple to sew, is tested for fit. Has complete illustrated instructions.

Send forty cents (40c) in coins (stamps cannot be accepted) for this pattern. Write plainly Size, Name, Address and Style Number and send orders to:

Anne Adams Pattern Dept.,  
Department P.P.L.,  
60 Front Street, W., Toronto

Be sure to write plainly your Name, Address, and Pattern Number.

## Heirloom quilt



by Alice Brooks

An old-fashioned nosegay-former by scraps of many different fabrics. Fascinating to do—and just think of the lovely heirloom quilt you'll have when finished!

Pattern 7010: Pattern, charts, directions for scrap-quilt in single and double-bed sizes.

To obtain this pattern send thirty-five cents in coins (stamps cannot be accepted) to:

Household Arts Department,  
Department P.P.L.,  
60 Front Street, W., Toronto

Two FREE patterns—printed in our ALICE BROOKS Needlecraft book—stunning designs for yourself, for your home—just for you, our readers! Dozens of other designs to order—all easy, fascinating hand-work! Send 25 cents for your copy of this wonderful book right away!

Crow, used in the sense of bragging, originated in cock fighting where the victor crowed over his opponent.



## Editorials

from

## Canadian Weekly Newspapers

(These are not necessarily the views of the editor of this paper)

## New era in publishing

(The Sun, Swift Current, Sask.)

Editor J. S. Giles wet down the form containing eight columns of hand-set type, each letter individually set. He was trying to make the wooden form swell to hold the type tight. Then it was necessary to dry the form. In the yard, he built a fire and held the form above it. It dried, all right. Eight columns of hand-set type fell, letter by letter, in to the fire.

That was in 1890. John Giles, who still owns the Lachute (Que.) Watchman operated by his son and grandsons, was one of the early printer-editors in this country. Today, weekly newspapers are set by machines and printed on high-speed presses.

The miracle of the weekly press continues to awe on-lookers. Those of us who have found a satisfying life as members of the community, relating the human interest story of good neighbors and needing council to get on with its program, fell justly proud of our progress. Today, expensive machines combine with electronics to provide the district with news and views.

We are constantly trying to improve. New printing processes are on the horizon, new business methods are being adopted, new techniques for gathering and writing the news are being opened to us.

This is why we join the Ryerson Institute of Technology, in Toronto, in its efforts to recruit bright young high school graduates to take training to become future publishers of Canada's weekly newspapers. This progressive college offers young people not only the skills but the management know-how to build Canada by building the weekly press.

Ryerson now offers prospective publishers two three-year diploma courses: one is in Journalism and the other in Printing Management. They are co-operating with Canada's weekly press in providing a combination of both courses to equip bright young students to prepare themselves for the management of weekly newspapers. To aid such students, the All Canada Insurance Federation has established a \$5.00 bursary fund, from which they will provide 10 bursaries of \$500 each.

We recommend such studies to your attention. And we invite you to visit our plant to discover how those fellows behind the typewriters and printing presses keep you acquainted with what's going on in your community.

## Clean-up time

(The Herald Tribune, Grande Prairie, Alta.)

It's "Clean-Up" time.

Across the country, municipalities are hooting loudly, with sort of an inverted sense of pride, that their community is without a doubt the dirtiest, most unkempt-looking spot on the face of this fair land. The object of this boasting, if such it be, is of course, to shame the citizens into making a move to clean up.

Just at this time of year, the communities and the countryside do look at their drab-best, before the touch of green begins to lift the sombre look from the Pecc. Many centres hold concerted drives, with some organization taking the lead in exhorting citizens to turn their attention to clean-up.

In B.C. this year, the centennial committee is getting into the act, urging a full-scale beauty treatment for centres in preparation for the province's 100th birthday party next year, with a drive towards cleaning, painting and planting. However, most centres and most individuals anywhere will need the excuse to undertake a campaign.

Quite aside from the sense of community or personal pride the individual takes in a neat, well-ordered yard or street, clean-up makes good business sense. District shoppers will be attracted to a centre that looks as though it cares. Tourists base part of their impressions of a town, village or district on the appearance that first greets them; what they see will decide whether they will return and whether they will encourage others to visit. Clean-up can save merchants hundreds of dollars in merchandise that can be spoiled by dust and grime. A neat, clean district will improve property values.

Here in the Peace River Country, nature has endowed many areas richly. Residents may not presume too much to improve on her handiwork, but they can at least do their part to match the clean sweep of countryside, the casual, but well-ordered look, the human race has a knack of spoiling. It shouldn't need a sense of shame but rather one of pride—or, if you like, hard dollars and cents—to prompt individuals to do their part in "clean-up" time.

## Local per capita liquor sales still climbing — hit \$90 per person

Once again Grand Forks and Greenwood annual liquor sales have recorded an increase. During 1956 sales totalled \$373,020.

This was one of the highest per capita consumptions in the province. Taking the district from Fife to Rock Creek it amounts to over \$90 per person, regardless of age. Rossland liquor store sold \$188,-

038; Oliver sold \$194,098; Castlegar \$195,195 and Kimberley, \$412,722—reports from some nearly comparative areas.

Last year the per capita total was closer to \$70 in this district.—The Gazette, Grand Forks, B.C.

Jupiter is 87,000 miles in diameter.

## Progress and the little people

(The Sun, Grenfell, Sask.—May 10, 1957)

There is a little old lady down in Toronto who is causing people to look askance at the time-worn phrase, "You can't stop progress." She has stopped progress in its tracks! And, because she is one of the little people who the behemoths of industry have been pushing around for a long time, her independence and her defence of her rights has won the respect and admiration of a lot of other little people. The lady is Mrs. Isabel Massie, who is a widow in her 70s, living on Foxbar Road. She has lived there for years; her mother lived there before her. And she likes it there. The Imperial Oil has built a 19-storey office building on adjoining property facing the next street, and has bought up the houses of her neighbors on either side for a parking lot. They want to buy Mrs. Massie's home too, and their offers have gone as high as \$100,000.

But Mrs. Massie doesn't want \$100,000. She wants to go on living in her home, even though her home is now surrounded by a parking lot, and shadowed by the 19-storey skyscraper. She is fortunate, of course, that the behemoth in this case is the Imperial Oil and not a government. Governments have a way of getting powers of expropriation, and using them. Few little people can successfully stand up to such powers. What is more, the expropriation price would quite likely have been considerably less than the proffered \$100,000. What is more, the Imperial Oil is going to provide her house with a new roof, and some landscaping to compensate for the dust damage caused by the demolition of her neighbors' homes.

We feel sure that the Imperial Oil, and many other Canadians, will look on this example of rugged individualism of this little lady bemusedly and perhaps begrudgingly, but never the less, with considerable respect. In due course, no doubt, Imperial Oil will get the rest of its parking lot. But in the meantime Mrs. Massie's home is her castle indomitable.

★ ★ ★

## Firearms . . . and young people

(The Clarion, Kindersley, Sask.)

Elsewhere on this page we publish some suggestions for the consideration of parents who are thinking about letting one of their children use a gun for the first time this year.

It's a problem which arises every spring. Firearms have a particular fascination for boys and, as the aforementioned article points out, the proper use of them can aid the boy in developing valuable skills. On the other hand, never a year passes without some young life being snuffed out, or severely handicapped before it is well begun, as a result of an accident with firearms.

As the article suggests, there is no particular age at which a child may automatically be regarded as ready to assume the responsibilities involved in being in sole charge of a gun. It all depends on the degree of maturity he has reached and the extent of the training he has received.

The editor of the Rosetown Eagle, writing on the same subject last week, offered two excellent suggestions. One was that "a young boy should have to undergo some sort of firearm safety test to prove that he understands the basic safety rules." This is something that would be best done by legislation so that it could apply to everyone but there is nothing to prevent parents making their children such tests — provided, of course, that the parents know the safety rules.

That's where the Rosetown editor's second suggestion fits in. He recommends that "parents who have never handled firearms should seek the co-operation and assistance of the police or other adults who understand these things before allowing their children to carry a .22 rifle."

★ ★ ★

## Keep it ready at all times

(The Press, Acton, Ont.)

Most of us have the tendency to forget the Canadian Red Cross as long as everything in our own part of the world is going along smoothly. We were glad to lend that fine organization a hand during the war years, when its work of mercy in the battle torn countries was in our thoughts, but because a shaky peace has returned we are apt to feel that we can let the Red Cross look after itself.

That particular attitude springs from the very blessed state in which we exist—a state in which we can scarcely imagine needing the services of the Red Cross. In time of disaster any place, it is the one organization that is prepared to go into immediate action. Other helpful organizations soon spring up to meet an emergency but first call always goes to the Red Cross.

It is this campaign each for funds that maintains the state of preparedness of the Red Cross. It is this month of March when your help is needed and solicited. Go to your bank now and make your contribution. Recollect if you will the many disasters that have happened in the past few years—some of them great and some not so great. No matter the extent the Red Cross has responded immediately. Help keep it ready and make your donation as great as you can.



## Green thumbs now more deeply dyed

A group of enthusiastic horticulturists in and around Killarney have ceased functioning as a committee and become the 26th Horticultural Society in Manitoba. Official recognition of this new status has been given by minister of agriculture, Hon. C. L. Shuttleworth. The new Society has as its president, Mrs. H. J. Lovett. Also on

the executive are Mrs. B. Turner, vice-president; Mrs. S. C. Rigby, secretary, and Mrs. B. Brown, treasurer.

As a committee, the Killarney and District group staged several home grounds competitions and horticultural shows. Its show this year is slated for August 17.

Lake Superior, with soundings of 1,290 feet, is the deepest of the Great Lakes.



Dominic Yungwrith, of 850, 16 St. West, in Prince Albert, and son, Arnold, were among anglers turning up at favorite sport fishing haunts opening day. Dominic has been fishing the Mackenzie River, at its outlet from Anglin Lake, for the past ten years. He is shown here removing a fish from Arnold's hook, a delicate operation.



Manfred Schults and Heinz Mannweiler, both of Prince Albert, were two of many successful anglers in Saskatchewan opening morning, May 11. Using spinning tackle, they had their limits by mid-morning. They caught these "jacks" in Mackenzie River, just east of the Prince Albert National Park.



Arnold Yungwrith, out fishin' with his father opening day at the Mackenzie River, hooks his first of the season.



The Ron Hook family, of Prince Albert, prepare for a day's fishing at Anglin Lake, 45 miles northwest of Prince Albert. Left to right: Dot, Cheryl, Ron and Norman Hook.

## 50 Percent more voters in Estevan

An increase of more than 50 percent over the 1953 total, a total of 3,905 voters have been enumerated for the 10 urban polls in the city of Estevan for the June election.

Frank Mather, returning officer for Moose Mountain constituency, released the figures Monday following the enumeration of city voters last week.

"The preliminary lists now show a total of 3,905 voters in the city of Estevan," he said, "as compared with the total of 2,462 on the official lists for the rural polls in the town area for the 1953 election."

Mr. Mather said also "undoubtedly this total will be changed during the revision of the preliminary lists for the urban polls on May 23, 25 and 25."

During the dates set for the revision of the preliminary lists, voters whose names have not been included on the preliminary lists may make application to have their names added.

Provisions also are made to have names and addresses corrected on these preliminary lists and to have names deleted where it is shown that they are not eligible voters.

The final revised lists of voters are those that will be used at the urban polls and unless a voter's name is listed, he or she will not be entitled to vote in the urban polls. — The Mercury, Estevan, Sask., May 9, 1957.

## Gideons distribute two million Bibles

Two million copies of the Holy Scriptures have been distributed in Canada by the Gideons since 1911.

The 2,000,000th copy—a Bible specially bound in gold finished leather—was dedicated on April 13th at the King Edward-Sheraton Hotel, Toronto. It was presented to Manager A. Gordon Cardy by Albert Stedelbauer, President of the Gideons International in Canada and it is interesting to recall that in 1911 the King Edward was the first Canadian Hotel to receive Bibles for its guest rooms from the Gideons. One of these original copies will be on display during this ceremony and it has an interesting story. It was returned to Canadian Headquarters in 1951, together with \$2.00, by a lady in South Carolina, who confessed that when she and her husband were in Toronto on their honeymoon and staying at this fine old hostelry, they had taken it with them—in 1911. So it came back after 40 years!—Sask. Valley News, Rosthern, Sask.

## Longtime residents quit business scene

Two longtime residents of Grande Prairie and district, Clayton Butchart and P. V. Croken, step aside from the business scene in town this weekend.

Mr. Butchart's drug store will be demolished to make way for the \$190,000 addition to the Hudson's Bay Co. store.

Mr. Croken's general store will be remodelled to house the Palace Cafe, whose present building will also fall to the wreckers this spring. — The Herald Tribune, Grande Prairie, Alta.—April 26/57.

At one stage of their development, eels are so transparent that print can be read through their bodies.

## Two and a half million Canadians did not vote

The Canadian Chambers of Commerce announced recently that it has launched a national, non-partisan "Get-Out-The-Vote" Campaign. To make the program fully effective right across the country, Canada's national business organization is enlisting the aid of its some 760 members Boards of Trade and Chambers of Commerce and some 2300 member companies.

These groups, representing a cross-section of the country's business and community life, are asked to cooperate in an all out effort to encourage people to go to the polls on June 10. They will bring into play such things as literature, lectures, speakers, door to door campaigns, posters. Throughout the Campaign, the Canadian Chamber will cooperate fully with the Junior Chamber of Commerce of Canada which is also conducting a national "Get-Out-The-Vote" Campaign. The Junior Chamber of Commerce of Canada has a membership of 25,000 young businessmen and 280 local units across Canada.

"Democracy depends upon the exercise of the free and secret ballot," state President Raymond Dupuis of The Canadian Chamber of Commerce. "Citizens should keep informed—only an informed electorate can put to effective use the full value and worth of the franchise—They should make sure their names are on the voters' lists, and most important of all on election day, June 10th they should vote."

"The forces opposing our democratic way of life are assisted by apathy. Poor government and loss of freedom are the end results of indifference. We must therefore be alert and vigilant in the defence of democracy through the recognition and exercise of the responsibilities of citizenship."

Dr. Dupuis said that in the last General Election, in 1953 over 2½ million registered Canadian voters failed to take the trouble to visit a polling booth. "Democracy," he warned, "as we know it, cannot long survive this kind of indifference."

The Swedish men are the most difficult bachelors in the world to get into matrimonial harness. The average Swedish male marries at 30 years of age. The average Swedish female doesn't get a man to call her own until she is 27. Twenty-five percent of the former are still unmarried at 40.

Among the many new apartments being erected in New York is one which will be exclusively for single people. Imagine an apartment house all occupied by bachelors and bachelorettes! This one will have a capacity of 300. One can imagine how the bachelorettes will be battling for an apartment in that place. The apartments should be equally divided between bachelors and single girls. If that isn't done it will probably be occupied by 290 bachelorettes and 10 bachelors.



## BARBECUED HAMBURGERS

½ cup catsup  
1 teaspoon dry mustard  
1 teaspoon Worcestershire Sauce  
dash tabasco sauce  
1½ pounds ground beef chuck  
1 teaspoon salt  
2 tablespoons fat  
8 green pepper rings  
1 large sweet onion, sliced  
8 buttered rolls

To make barbecue sauce, combine first 4 ingredients; blend. Place ground beef and salt in a

bowl. Mix together lightly; shape into 8 flat patties. Brown quickly in melted fat in a frying pan.

Place 4 pepper rings on the bottom of a well greased 1½ quart baking dish. Place four browned patties on top of rings; pour 1 tablespoon sauce on each patty top each with a slice of onion. Repeat making a second layer directly over the bottom layer.

Cover and bake in moderate oven, 350 degrees F., 45 minutes. Serve in buttered rolls. Yields to 8 servings.





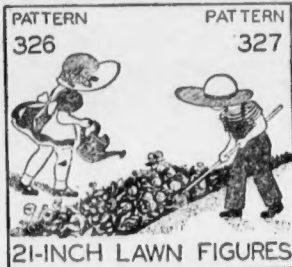
**"BONNIE" FLYING TRIALS**—Canada's new aircraft carrier, jet fighters and two Tracker anti-submarine aircraft which were flown overseas from Canada for the start of the flying tests.

—National Defence photo.



### Lawn figures

A busy girl and boy in your garden may be cut out of plywood and gayly painted. They are sure to bring a smile to everyone who



passes. Actual-size patterns 326 for the girl and 327 for the boy are 35c each. A Lawn-and-Garden Figure Packet of 15 different designs including the above is \$1.50.

### Bird feeder

This bird feeder is filled from the top and the grain gradually works down into the feeder box where a charming figure of St. Francis, the patron saint of the



birds and all wild creatures, stands guard. The figure is easy to cut out of wood 3/4-inch thick. Where a well-stocked feeder is provided our feathered friends that wing south for the winter are tempted to stick around when all natural foods of grains and insects are gone by mid-autumn. A copy of this pattern 444 will be mailed for 35c. A packet of standard size patterns and houses will be mailed for \$1.50 postpaid.

Address order to:

Home Workshop Patterns,  
Department P.P.L.,  
4433 West 5th Avenue,  
Vancouver, B.C.

### HELPFUL HINT

If you are one of those who find tomatoes to be on the tasteless side during the winter months, try marinating them. Slice firm, ripe tomatoes, pour French dressing over top and sprinkle with chopped chives or parsley. Cover and refrigerate about one hour before serving.

3248

## Establishment of institute to explore atmosphere

The establishment of an Institute of Upper Atmospheric Physics to explore the atmosphere more than 50 miles above the earth was announced by the University of Saskatchewan in Saskatoon. The institute is being made possible through funds provided by the Defence Research Board of Canada. Expenditures for research and teaching in connection with the institute will exceed \$100,000 in the next three years. This is in addition to about \$50,000 currently being spent each year on upper atmospheric physics.

The institute will be attached to the university's physics department under the supervision of a committee with Professor B. W. Currie, head of the department, as chairman. Part of the committee will consist of members recommended by the National Research Council and the Defence Research Board of Canada.

The formation of the institute resulted from the notable work which has been done in recent years by the physics department on upper atmospheric problems. These include spectrographic studies of the light from twilight and the night sky and from aurora by Professors D. M. Hunten and A. V. Jones; and radar reflections from aurora, and correlations of

disturbances to radio communications with auroral displays by Professor Currie.

Because the zone of maximum occurrence of aurora for the northern hemisphere crosses Canada, the University of Saskatchewan is in a favorable location for finding the answers to numerous problems concerning the atmosphere above the 50-mile level. Some of these have to do with radio communication between the northern parts of Canada and regions to the south.

An important function of the institute will be to provide graduate training in upper atmospheric physics. At the present time no university in Canada is specializing in this rapidly developing field. Personnel with a knowledge of this field for government and industrial laboratories and institutions are presently being recruited largely from Europe and the United States.

The Alaska highway extends 1,630 miles from Dawson Creek, B.C., to Fairbanks, Alaska.

### On litterbugging

Don't be a litterbug!

It's about time we passed some laws that heaped big fines on individuals who toss everything from beer bottles to empty milk shake containers out of car windows as they scurry down the street.

We are an untidy people. Just see the litter of paper, boxes, bottles—for only a few examples—that clutter up our hedges and fences.

How much more beautiful North Battleford would be if the people who continually dump a steady stream of refuse from their cars would take their litter home and dispose of it in a normal way.

In other parts of the world government's level stiff fines for people caught throwing anything out of a car window. It's something that might be worth trying in North Battleford.

There are, of course, many people who don't litter the landscape with their refuse. These good citizens are the people who pick up after those that do.

Keep North Battleford clean — Don't be a litterbug. —The News-Optimist, North Battleford, Sask.

## Outstanding show contracted for fair

What Bob Di Paolo terms "probably the finest grandstand show I have ever presented" will be brought to the Humboldt Agricultural Fair this year.

The executive committee of the Humboldt and District Agricultural Society met with Mr. Di Paolo, manager of K.B.D. Enterprises of Edmonton recently and completed a contract with him for this year's show.

While not too much is known of the various acts, Mr. Di Paolo said the show will include two outstanding comedy acts who were sensations on the Class A fair circuit a few years ago. It will be exactly the same show as is presented at Swift Current, Medicine Hat and many other of the larger centres on the fair and rodeo circuit.

There will be two performances each night and the final performance will be climaxed with a monster fireworks display.

At a meeting of Agricultural Society last Friday, President Daniel Locher reported that the Swan River Racing Association would bring 40 horses to take part in the two-day racing program. Pari mutuels will be in operation and this is expected to be an even more popular feature this year.

Arrangements are also being made for Shetland Pony races. At the recent Saskatoon Light Horse Show, the Shetland Pony races were one of the highlights. There will be at least five teams of the ponies taking part in the chariot races and this attraction will be presented in front of the grandstand between running races both days.

The Society also agreed to accept a new trophy offered by Massey-Harris and will be used for the 4-H Helper Project. It was regretted that the offer of the trophy could not be included in the Fair Prize list for this year since the book is already printed.

—The Journal, Humboldt, Sask. — May 9, 1957.

## Jobin urges industrial development plans

The vast importance of Industrial Development programs in every community looking for progress was the point stressed in the morning address to today's Regional Conference by Manitoba's aggressive Minister of Industry and Commerce, Hon. F. L. Jobin. Delivered in his usual friendly and forthright manner, Mr. Jobin's address gave a detailed and specific outline of an Industrial Development program that would be adaptable to any community, small or large.

He offered the services of his department in any such program, relating some of the work already being done in the field, and suggesting services that they would be prepared to render when called upon. —The Times, Morden, Man. — May 1, 1957.

## Forest Conservation Week

**FORESTS AND RECREATION** IS THE THEME OF THE 1957 OBSERVANCE OF FOREST CONSERVATION WEEK, MAY 18 TO 25.

**WELL MANAGED FORESTS CONTROL WATERSHEDS AND THUS HELP MAINTAIN WATER AREAS FOR FISHING, BOATING, SWIMMING**



## Fashions

Half-size style



by Anne Adams

From this minute on, you'll wear and love the slenderizing sheath dress with the box jacket. Make it in cotton, linen, or a rich silk shantung. It's easy to sew—proportioned to fit and flatter the shorter, fuller figure.

Pattern 4773: Half Sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Size 16 1/2 dress takes 3 1/4 yards 35-inch fabric; jacket, 2 3/4 yards.

This pattern easy to use, simple to sew, is tested for fit. Has complete illustrated instructions.

Send forty cents (40c) in coins (stamps cannot be accepted) for this pattern. Write plainly Size, Name, Address and Style Number and send orders to:

Anne Adams Pattern Dept.,  
Department P.P.L.,  
60 Front Street, W., Toronto

Be sure to write plainly your Name, Address, and Pattern Number.

## ROUGHRIDERS POPULAR TACKLE RETURNS TO FOLD



MARTIN RUBY

Another perennial all-star choice in Canadian professional football, Martin Ruby has signed a contract to play his seventh season with the Roughriders. One of the most popular players ever to wear the Green and White, Big Rube came to Riders in 1951, after playing pro. ball in the U.S. with the Brooklyn Dodgers and the New York Yankees. An easy-going, soft-spoken Texan, Rube now operates a filling station in Regina and makes his home here the year round. Six-foot-four and weighing 255 pounds, Rube was the only player named to both the offensive and defensive all-star teams in the West last year.

## KIDS FOOTBALL CONTEST?

Last year 900 Boys received one Regulation Size Football, value approximately \$7.00.

This year the Booster Club will give away 2,000 Footballs or Helmets or Shoulder Harness.

Girls, we will have something special for you.

## MAIL THIS COUPON TODAY

TO: Booster Club,  
Saskatchewan Roughrider  
Football Club Office,  
215 Somerset Bldg.,  
Regina, Sask.

MY NAME (Please Print) \_\_\_\_\_  
ADDRESS \_\_\_\_\_



# \$10,000 CASH BINGO

## IN DRUMHELLER MEMORIAL ARENA WED. JUNE 26, 8 P.M.

Sponsored by B.P.O. Elks No. 54      Proceeds for Benevolent Work

### \$500 IN DOOR PRIZES      10 BLACKOUTS

## Carbon

Continued from front page  
a see-saw game all the way, Carbon getting the hits at the right time to win 18-16. Acme's big threat was old Red Evans on the mound for the whole distance. Keep that flipper in shape Red and when you're ten you'll show them some real stuff. Flip Woods is getting more control, steam and confidence on the ball so

keep an eye on him. Our big find of the night was Gus (yeah boy) Nash who held the first corner down solid and cool and his big southpaw swing is a dandy. Slide Bramley came in to pinch hit for Shorty Appleyard and came through with a solid drive through short and second, which brought the winning run in for Carbon.

Scooter Poole is doing good on the stick as well as on the diamond, he snared some hot

ones on short that could have gone for extra bases. Well fans we wish to thank you for coming out and encouraging these young lads to play better ball.

See you Tuesday June 18th when we tackle Swalwell. This should be a doozy. The team wishes to thank Mr. Bill Braisher for fixing the catchers' equipment. It all helps to make a ball club.

Carbon White Sox squeezed out a win over Acme Tigers by a close score 11-9. The game was interesting throughout the six innings. Our rookie catcher (Ollie) Ohlhauser is doing a fine job while Chewy Woods is holding out for more money. Buddy Goacher made a few sneaker plays on third and picked off a couple of slumber kings (cold). That old bean is used for more than holding

that ball cap on, eh Buddy? Midget Esau had a bad bang which split his finger, but that didn't stop him from handling the next three outs.

Well folks, drop around and help buy some band aids for these willing fingers Tuesday, June 18th Swalwell vs Carbon at 6:30 p.m. sharp.

Mrs. C. H. Nash returned home Saturday after spending the week at the home of her son-in-law and daughter Mr. and Mrs. Ed Sellens and girls at Calgary.

Don't forget the Races, Chukwagons, etc. June 19th at Carbon.

Mr. and Mrs. Fred Poffenroth and Elaine and children were visitors at the home of Violet and Don Pattison.

The Carbon Gun Club held their annual trap shoot on May 30 with a very poor turnout. The following scores were made:

Art Hoivik.....	11
Wayne Garrett.....	10
Les Bramley.....	20
I. W. McCracken.....	22
Archie Ohlhauser.....	20

The shoot will be held June 13. Don't forget the Trophy Shoot to be held on June 20.

Come on you shooters. Let's see you at the next trap shoot. Come out and support your Fish and Game Association.

Mrs. E. Tricker was the lucky winner of the blackout on Saturday night (an automatic dryer).

Showers followed by warm weather have helped prospects

## Don't Trust to Luck!



**DOLLARS TODAY**

**WIPE OUT TOMORROW**

*Be Sure - Insure Against..*

# HAIL

*With*

## ALBERTA HAIL BOARD INSURANCE

What would you do if your 1957 crop was suddenly destroyed by Hail? Would you dig into those hard-earned savings or mortgage your future farm income to meet living expenses, pay bills and set the 1958 crop? Why run such a risk?

### Alberta Hail Board Insurance Provides Protection At Cost

- Payment in full of claims at time of adjustment—no waiting until spring for your money.
- No deposit required when you apply for insurance.
- 5% DISCOUNT on cash paid with application.

**YOUR PREMIUM IS A DEDUCTIBLE EXPENSE FOR INCOME TAX PURPOSES**

**YOUR PREMIUM IS A DEDUCTIBLE EXPENSE FOR INCOME TAX PURPOSES**



**PLAY IT SAFE . . . INSURE**

TOMORROW MAY BE TOO LATE . . . INSURE TODAY!  
CONTACT YOUR NEAREST AGENT — NOW!

**Walter Schacher, Carbon**  
**Stanley Torrance, Carbon**

**ALBERTA HAIL INSURANCE BOARD**

## FOR YOUR OWN SAKE!

*... help build our Tourist Industry!*



**You Benefit.** Food producers, farmers and processors . . . manufacturers . . . retailers . . . hotels . . . motels . . . service stations . . . transportation companies . . . dispensers of goods and services—all benefit from the tourist industry.

Last year Tourists spent \$51,700,000 in Alberta. Tourists buy what they want, with money earned elsewhere, thus adding to our capital wealth. Tourists travel the highways and side-roads often purchasing things the average Albertan doesn't want or need.

Be courteous — Co-operate. Be helpful and friendly. Encourage visitors to stay a day or two longer. Tell them about your own district. Take pride in your home and community — Make it your business to see that tourist services are adequate.

WHEN YOU ARE  
PLANNING YOUR  
OWN VACATION  
"SEE ALBERTA FIRST"

*Alberta*  
**TRAVEL**



*Government*  
**BUREAU**

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